

Application of Digital Communication to Increase The Tourism Promotion in Dayeuh Kolot Village, Subang

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Abstract. *The development of tourism villages in several areas including West Java needs to be encouraged by digital promotion. In the internet era, digital communication is mandatory for stakeholders in the economic sector, including tourism stakeholders. Based on this, tourism development through digital communication needs to be done to encourage tourist attraction. This research describes the development of tourism promotion through digital communication in Dayeuh Kolot village in several stages. The research method uses case studies with data collection techniques through observation, interviews, and documentation to measure the stages of digital communication application. Observations were made at the stages of digital communication application, namely in the stages of preparation, implementation, and evaluation of digital development in the period of July until December 2020. Interviews were conducted with tourism organizer stakeholders, namely the village government, BUMDES, and people who were members of the Keciwis community to get an overview of promotion development. Meanwhile, the documentation data is obtained statistically as a comparison before and after the development of digital promotion. The results showed that the knowledge and skills of tourism stakeholders had significantly increased, especially in the management of social media and digital communication for tourism marketing.*

Keywords: *Tourism, Village, Communication, Promotion, Digital*

INTRODUCTION

The tourism village is one of the tourist objects that are developing in the tourism sector. The characteristics of a tourism village are natural resources that are always original, the town's uniqueness, the traditions and culture of the local community (Masitah, 2019). Tourism village is one of the answers to the form of product diversification development efforts that can be done to create a diversity of tourism products in an area or tourist destination that directly touches the community and can significantly reduce the tendency of the phenomenon of community urbanization from village to city (Hamzah & M.Irfan, 2018). In Community Based Tourism, tourism managed by local

communities emphasizing the principles of environmental, social, and cultural sustainability help tourists understand and learn about the ways of life of local communities (Tyas & Damayanti, 2018)

Development of a tourism village is a process or activity that occurs continuously, by increasing, advancing, and maintaining the resources in a particular area which can be developed into tourist attractions, in terms of human resources, natural resources, and cultural resources (Winasis & Setyawan, 2016). In developing tourism villages, strategies that can be carried out are improving infrastructure services, maintaining and preserving tourism potential, increasing tourism promotion, and packaging all tourism potential into a unified tour

package (Rahmatillah, Insyan, Nurafifah, & Hirsan, 2019). As one of the tourism development strategies, digitalization in tourism marketing is necessary.

The use of digital marketing in the era of the digital economy industry plays a significant role in increasing tourism promotion. Digital marketing, in some instances, has a significant influence on increasing tourist visits (Yanti, 2020). Increasing the ease of finding information on social media can increase the perceived comfort of social media and its relation to finding travel references (Sucidha, 2019). Digital marketing applications that are used include websites, social media, online advertising, web forums, mobile applications (Heliany, 2019).

Promotion and marketing are steps that must be taken in managing a tourism business. The existence of tourism promotion will further expand the distribution network or target consumers (tourists) so that more and more potential tourists will know about a tourism destination (Lopez-Cordova, 2020). In digital marketing, like conventional marketing, it requires the proper steps so that marketing can be carried out effectively, including the stages of situation analysis, goal setting, strategic planning, and action and control (Piñeiro-Otero & Martínez-Rolán, 2016). The four dimensions of the use of digital technology in tourism are 1) the provision of information about tourist attractions, 2) the ability to share information, 3) awareness of context and 4) the ability to mark (Pranita, 2018). One of the local community's duties as managers is to implement the culture of charm as a supporter of the concept of digital tourism in tourist attractions (Nagari & Pangestusi, 2019).

Dayeuhkolot Village, Sagalaherang District, Subang Regency is one of the tourism villages in West Java which has a lot of potential tourism destinations.

However, Dayeuhkolot Village people have obstacles in terms of digitalization and still rely on conventional methods for promotion (Desa Dayeuhkolot -, n.d.), even though the development of digital marketing is very much needed by tourism villages to develop their promotions, including on social media. Based on this, the research entitled "Development of Digital Marketing in the Tourism Village of Dayeuh Kolot Subang" needs to be done to describe how to increase the marketing of tourism villages through community digital education.

This research complements several previous studies that have been carried out (Praswati, Utami, Fatahuddin, & Prijanto, 2017) (Pitana & Pitanatri, 2016), by describing the strategy for developing digital tourism village through education to tourism stakeholders regarding digital marketing including the use of social media and the internet. The development of digital tourism promotion is carried out as one of the Dayeuh Kolot tourism village development programs. A strategic step that can be taken to improve the performance of a tourism village is to develop the strengthening of human resources in the field of e-marketing so that tourism village marketing activities through online media can be carried out more optimally and professionally (Raharjana & Putra, 2020).

METHOD

Based on the purpose of this research that is to illustrate how to increase the promotion of tourism villages through digital, this research is based on a constructivist paradigm. The constructivist paradigm takes an approach in the process of building and reconstructing meaning through daily interactions. In addition to development methods, to measure the success of development, a scientific approach is needed. So in the process, case studies

can be carried out by investigating one or a small group of cases, focusing on many details (Creswell, 2013). The object of this research is the development of digital promotion carried out by the tourist village of Dayeuh Kolot Subang. Simultaneously, the research subjects are tourism organizer stakeholders in the Dayeuh Kolot tourism village, including Village-Owned Enterprises (BUMDES), Kelompok Cinta Wisata (Keciwis), and Dayeuh Kolot Village Government as tour operators.

According to the characteristics of qualitative research, this research uses data collection techniques by observing, interviewing, and collecting documentation data (Leavy, 2017). Observational data were collected by direct observation of digital promotion development in the old-fashioned Dayeuh tourism village. Interviews were conducted with key informants, namely tourism stakeholders in the tourism village, namely the Head of Dayeuh Kolot Village, Head of Bumdes Dayeuh Kolot, and Head of Keciwis Dayeuh Kolot. Apart from observations and interviews, the research also collected data from statistical documentation. Documentation is collected through data collected from comments. Specific data can develop into a construction abstract, which is more of a description after data and facts are contained in the field (Djamba & Neuman, 2002).

RESULT AND DISCUSSION

Digitalization has developed in every sector of the economy, even the mass media must change their work to publish information (Fuady, 2002). So the digital promotion pattern is a necessity, including in the tourism sector. Digital tourism will be providing accessibility to all tourism stakeholders in Indonesia, from licensing aspect, tourism activities and events, and presenting accessibility for the visitors to

find information regarding the tourism destination in Indonesia. A functional, enlightened, and interesting website will force and facilitate the visitors to visit the tourism destination (Putra, Saepudin, Adriansyah, & Adrian, 2018). Digital tourism is concerned with the use of digital technologies to enhance the tourist experience. This may be as mundane as posting recommendations on a tourist website, but increasingly, it concerns the mixing of the real world with digital content designed to enhance the visitor experience (Benyon, Quigley, O'Keefe, & Riva, 2014). So in carrying out digital education to the community and tourism stakeholders it is necessary to take several steps, namely development preparations, tourism stakeholders development, development program evaluation, and sustainable development of digital promotion in the tourism village.

Development Preparations

The first step to develop the digital literacy is to determine how the activity will take place, how long it will take, and how long it will take to implement it, and so on. In the process, knowledge about field conditions such as stakeholders, stakeholder abilities, and stakeholder achievement targets is not well known, requiring regular face-to-face communication. The priority is to get support from local officials, regional leaders, and village residents. After receiving stakeholder support, obtaining information about residents can be more in-depth; stakeholders are also the first gate that bridges the villagers. The minimum citizen information needed in this program is whether or not individuals use digital platforms, the stakeholders' age, the stakeholders' interests, and others. The concept of allowing stakeholders to create Instagram content, for example, requires guidance and direction for stakeholders at all times. Initially, this

concept had not been prepared at the pre-implementation stage, because much information about stakeholders was unknown. This also applies to the idea of managing stakeholder content.

At this stage, preparing development program includes a) Observations determination of target audiences for initial preparation of outreach to village communities; b) Mentoring of stakeholders, development, monitoring of the sustainability of the evaluation program; c) Prepare development stakeholders of at least 20 people consisting of BUMDES members and Keciwis; d) Prepare materials on literacy and digitalization and conduct potential users' surveys to target development stakeholders. Stakeholders who took part in the development focused on segments that had supporting tools such as smartphones and an interest in social media; e) Measure the level of knowledge regarding literacy and digitalization related to programs. At this stage, socialization is carried out to the village community about literacy and digitalization, encouraging people to know more about this. This socialization is focused on other Science and Technology and promoting village potential through the tourism sector. Stakeholders are given a memory device containing a video module on digital promotion.

Tourism Stakeholders Development

The implementation stage is the stage of coaching stakeholders to manage digital platforms to promote their natural tourism. To support the goal of developing digital communication, stakeholders are provided with skills development including activating digital promotion applications, developing writing techniques, photography, videography, graphic design, and optimizing the use of digital platforms such as social media and websites. The implementation is

carried out every few weeks to provide material for each meeting. At this stage, the implementer provides some development in online and offline forms. The development includes:

- a. Literacy and digitalization activities involving the community to teach them how to use literacy through digital media. People are trained to use digital technology to encourage exchanging information to become a more leisurely activity to do;
- b. The development for the promotion of tourism potential in the village of Dayeuh Kolot village that can increase Arum Jeram tourism which is currently being developed but is constrained by promotional issues. The development for promotion such as content creation, which includes taking and editing images and videos, digital promotion, and copywriting. Promotional activities are carried out through digital media such as Instagram and Facebook;
- c. Village digital media management development. The development of village digital media management was carried out from July to December 2020. The management process is critical to support the promotional activities carried out at the beginning. At this stage, the development stakeholders will be trained to manage social media and websites so that the content produced can be right on target, so that many people widely knows the potential of villages in the tourism sector. Besides, in this development, the program formed a social media ambassador to develop social media. Social media ambassadors are trained to be active in preparing content and are expected to be the pioneers of village communities to fill and create tourism villages' potential.

To facilitate practical development,

a mentoring group was formed with stakeholders based on the WhatsApp Group material. This group was created as a means of practice, guidance, question and answer, and supervision. Stakeholders are asked to be able to write, take photos, videos, graphic designs, and then distribute them on a digital platform with promotion activation techniques for promoting natural tourism. This development stage occurs in the process with the presence of brand ambassadors, video company profiles, and others. The monitoring phase is carried out with stakeholders in the target villages who have carried out development and their activities are monitored through their activeness on social media and the guidance of the participating village communities to consult the problems.

Development Program Evaluation

Program evaluation is carried out as a measure of program success from indicators and outputs on the target (TABLE 1). Monitoring activities are carried out every month after development implementation by distributing questionnaires to determine the level of satisfaction, literacy knowledge, and digitalization of stakeholders after participating in the program. The questionnaire was distributed through an online system as a form of implementing literacy development and digitalization. Stakeholders and village officials are required to understand the knowledge and skills that have been provided at the implementation stage. Development materials such as digital promotion activation, writing, photography, videography, graphic design, and digital platforms (social media and websites) are applied continuously. To improve the optimization of the digital village, a village company profile was also designed with the aim that the public would know the tourist attractions, especially culture,

history, culinary delights, and various advantages of the Dayeuh Kolot tourism village.

Statistic test

To measure the developments, measurements were taken by testing the pre-test and post-test results using the two-sample average paired test. Testing is carried out as a directed measurement of development signification on stakeholder understanding and knowledge. With a straightforward measurement, the indicators of successful development can be measured and evaluated.

In statistical tests based on the pre-test results (tests before development) and post-tests (examinations after development educational), calculating the significance of the difference test is carried out. Statistical measurement as to the importance of differences in understanding among stakeholders in the evaluation phase to obtain evidence of development results. Before conducting the test, several assumptions must be met: normality, especially if the data is small (less than 50), the suspicion of data normality must be tested.

Normality test

The data normality test was carried out using the difference from the existing data.

a. Hypothesis

H₀: Data comes from populations with normal distribution

H₁: The data do not come from a normally distributed population

b. Real Level

In this test, a fundamental level of 5% was used ($\alpha = 0.05$)

c. Test Statistics

Calculations were performed using SPSS software with the Shapiro-Wilk test because the Shapiro-Wilk test is suitable for small samples (less than 50)

- d. Test Criteria
From the results of the SPSS output, the p-value is $0.637 > \alpha$, so that the decision H_0 is accepted.
- e. Conclusion
From the test results, it can be concluded that the data are not distributed. Normal Based on the normality test above, the results show that the data does not come from a normally distributed population. The two average paired samples are tested

TABLE 1. Stages, Indicators and Developments Outcomes

No	Step	Indicator	Achievements
1	Observation	<ol style="list-style-type: none"> 1. Survey on the condition of Dayeuhkolot Village; 2. Working closely with community leaders and village heads. 	<ol style="list-style-type: none"> 1. Collecting data on the condition and situation of Deyuhkolot Village; 2. Identified problems related to the promotion problems of Dayeuhkolo village tourist destinations
2	Targeting Audiences	Determine which communities to target for development of target audience marketing.	The gathering of target communities, namely members of village-owned enterprises, youth organizations, and love tourism groups.
3	Early Preparations	<ol style="list-style-type: none"> 1. Prepare and record supporting tools 2. Video production containing material supporting activities; 3. Forming activity stakeholders as many as 20 people; 4. Prepare materials on literacy and digitalization; 5. Distribute questionnaires to stakeholders to measure their level of knowledge about literacy and digitalization 	<ol style="list-style-type: none"> 1. The collection of tools and materials to support the development; 2. A learning video has been made containing the activity material; 3. Development stakeholders were formed; 4. Formed material on literacy and digitalization; 5. The results of the pre-development questionnaire,
4	Socialization to Villagers	At this stage, there will be an outreach to the public regarding digital literacy	People are familiar with the program digitalization and literacy
5	Mentoring or Development	<ol style="list-style-type: none"> 1. Literacy and digitalization development; 2. Development on village tourism potential promotion activities; 3. Village digital media management development 	<ol style="list-style-type: none"> 1. Community knowledge and understanding related to digitalization literacy; 2. Stakeholders are successful in managing and promoting tourist destinations; 3. Stakeholders can manage village social media well
6	Sustainability Monitoring	Conduct evaluation and monitoring in every activity	The results of the measurement of the implementation of each activity are obtained.
7	Evaluation Phase	Monitoring Digital Promotion in Social Media	<ol style="list-style-type: none"> 1. Obtain supporting data to identify problems 2. Availability of equipment, materials, learning videos and development stakeholders. 3. Widespread information about tourist destinations in Dayeuhkolot Village, especially Curug Goong 4. Open the knowledge of trainees and the public about digital literacy and marketing

(Source: Stakeholders Interview, 2021)

TABLE 2. Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Variance
Value Results Pre-test	20	8.00	60.00	666.00	33.3000	15.45826	238.958
Value Results Post-test	20	34.00	93.00	1611.00	80.5500	13.88098	192.682
Valid N (listwise)	20						

by using the Wilcoxon nonparametric statistical test.

Paired sample t-test

a. Hypothesis

H₀: $\mu_1 = \mu_2$; There was no significant difference between the mean pre-test scores and the mean post-test scores.

H₁: $\mu_1 \neq \mu_2$; there is a significant difference between the mean pre-test scores and the mean post-test scores.

b. Real Level

In this test, a fundamental level of 5% was used ($\alpha = 0.05$)

c. Test Statistics

Calculations were performed using SPSS software with the Wilcoxon test and obtained a statistical test value of $z = -3,921$ or $p\text{-value} = 0.000$

d. Test Criteria

From the results of the SPSS output, the $p\text{-value}$ is $0.000 < \alpha$, so that the decision H₀ is rejected.

e. Conclusion

From the test results, it can be concluded that there is a significant difference between the mean pre-test and post-test score.

In the statistical test (TABLE 2), there were 20 stakeholders participants

TABLE 3. Tests of Normality

		Statistic	Std. Error
Mean		-47.2500	4.31879
95% Confidence Interval for Mean	Lower Bound	-56.2893	
	Upper Bound	-38.2107	
5% Trimmed Mean		-47.2222	
Median		-49.0000	
Variance		373.039	
Pre-test and Post-test	Std. Deviation	19.31423	
	Minimum	-80.00	
	Maximum	-15.00	
	Range	65.00	
	Interquartile Range	29.75	
	Skewness	.149	.512
	Kurtosis	-.891	.992
Kolmogorov-Smirnov ^a			
	Statistic	df	Sig.
Pre-test dan Post-test	.104	20	.200*
Shapiro-Wilk			
	Statistic	df	Sig.
Pre-test dan Post-test	.964	20	.637

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

with a minimum score of 8 and a maximum of 60 at the pretest time, while for the post-test of 20 stakeholders participants the minimum score was 34 and a maximum of 93. The pretest results also obtained an average score of 33, 3 with a standard deviation of 15.46. Meanwhile, the post-test results showed an average value of 80.55 with a standard deviation of 13.88.

Test of Normality

Before the two paired-sample mean tests are carried out, several assumptions must be fulfilled: the normality of the data, especially if the data is small (less than 50), the suspicion of data normality must be tested. They test the normality assumption of the difference in pre-test and post-test values using Shapiro-Wilk with the help of SPSS software. The output results (TABLE 3) show a p-value of 0.637, then H₀ is accepted. The data does not come from a normally distributed population, so the paired sample average test is carried out using the Wilcoxon non-parametric statistical test.

Based on the results of the analysis (TABLE 4) using SPSS software, the test statistic value for the two Wilcoxon average test is -3.921 and a p-value of 0.000, so H₀ is rejected, so it can be concluded that there is a significant difference between the mean pre-test value and the post-test of trainees. With these results, it shows that the development process has succeeded in showing differences in terms of understanding and knowledge regarding digital promotion which can support the development of the tourist village of Dayeuh Kolot, Subang.

Continuous Promotion with Digital Communication in Tourism Villages

Tourism marketing plays an essential role in supporting the tourism village potential development program (Sugiarti, Aliyah, & Yudana, 2016). It is important for tourism education to embrace digital transformation, keeping up with the developments and changes in progress. On the use of digital technology, digital competence is regarded as crucial for current and future tourism professionals. It also makes a valuable

TABLE 4. Test two paired sample averages of the Wilcoxon Range

		Ranks		
		N	Mean Rank	Sum of Ranks
Post-test - Pre-test Result	Negative Ranks	0 ^a	.00	.00
	Positive Ranks	20 ^b	10.50	210.00
	Ties	0 ^c		
	Total	2 ⁰		
		Test Statistics ^a		
		Result Value Post-test - Result Value Pre-test		
Z				-3.921 ^b
Asymp. Sig. (2-tailed)				.000
a. Wilcoxon Signed Ranks Test				
b. Based on negative ranks.				

contribution to other fields, which are grappling with similar pressures and challenges regarding digitalisation (Balula et al., 2019). In previous studies, several tourist areas in Indonesia need digital promotion as a marketing strategy. In research in Sambangan Village, Buleleng Regency, for example, it has increased but has not been optimal in carrying out digital communication (Suryadinatha Gorda, Widya Hadi Saputra, & Yunita Anggreswari, 2020). In research in the tourism village of Wonosobo Regency, Central Java, promotion through social media such as Facebook and Instagram makes digital communication attracts public attention. (Kurnianti & Tidar, 2018). In West Java, several studies have shown that information and communication technology training must be carried out so that people can develop their own tourism regions (Mulyana, Octavianti, & Faradysa, 2019) (Novianti & Wulung, 2020) (Kurniawan, 2020).

Head of Dayeuh Kolot Village, Budiman stated that to develop tourism in Dayeuhkolot, the village government optimizes development in each tourist destination. Even though the Covid 19 pandemic has had a significant impact on the tourism sector, the village government is trying to keep working with tourism lovers including Keciwis, a tourist veil group in several regions to continue to encourage tourism promotion. To develop a tourism village, the village government tries to enter tourism village information through social media Facebook then Whatsapp and groups of village heads throughout West Java for tourism promotion. Digital promotion development leads to understanding of the use of the internet in the broader market. Practice in writing, videography, website management, social media, and the creation of digital tourism ambassadors enriches the understanding of the community and tourism organizer

stakeholders in using the internet for digital promotion. "I hope that in the future the tourist spot will be centred into integration, with the technology we get, we try to play in technology, but we are physically unable to. It is clear that the technology we learn is obvious to boost, encourage, and the results are like this," said Budiman.

In addition to village administrators, tourism stakeholders include village-owned enterprises (BUMDES) and communities that are members of the Kelompok Cinta Wisata (Keciwis), including tourism organizers that support the development of tourism villages towards digital. The community feels digitalization development can help increase tourist attraction. Head of BUMDES Wildan Husni explained that to complete the facilities, we have to start from homestays, swimming pools, photo spots, and revamping the river for rafting routes. "For promotion via digital following the development provided. We are waiting for the budget to come down and waiting for the pandemic to subside. Because the lockdown of pandemi continues, it becomes difficult to manage it," he said.

Meanwhile, the head of Keciwis, Dayeuh Kolot Iwan, stated that the most effective short-term promotion plan for tourism villages is through social media, especially Facebook and Instagram because they can upload a visual aspect and explain in detail the conditions of Curug Goong. Social media is a part of instant media that nowadays have several functions. Besides functioning as a means of communication, mass media is also a means for its users to gather tons of information (Fardiah, Rinawati, Darmawan, Abdul, & Lucky, 2020). One of the efforts to increase tourism marketing can be through social media management development as one of the drivers of the development of tourist

villages (Indhiarti, Manipuspika, & Sudarwati, 2020). Even so, in developing a sustainable tourism village, based on a marketing concept oriented to customer satisfaction, the next stage is a strategy for determining target segmentation, target market, positioning, and implementing the customer experience strategy (CES) (Tresnati, 2006). Marketing does not only stop at the point of digitalization but further integrates online and offline marketing concepts.

CONCLUSION

In the era of information technology and the internet, digital communication has been used as an effective means of promotion to introduce products to the market. Digital communication in several studies has been able to introduce tourist attractions in the region, especially for unknown tourism purposes. The application of digital communication for tourism promotion is urgently needed by tourism villages in Indonesia, including in the West Java region which has enormous tourism potential.

Based on the research results, it was found that the development of digital communication requires several stages so that tourism stakeholders can implement it. Each stage requires knowledge to develop tourism promotion in digital media, such as websites and social media. Stakeholders who organize tourism such as the village government, BUMDES managers, and the people involved in Keciwis need to take advantage of digital media and the internet in promoting tourism villages. In addition, the application of digital communication as a tourism village promotion strategy needs to be carried out regularly and measured. The ability to create promotional content, text, photos, videos on digital platforms must be owned by tourism stakeholders, both village governments and communities.

Based on the evaluation and measurement of the implementation of tourism village promotion through digital communication, the follow-up suggestions that need to be done in developing a digital-based tourism village are the need for good collaboration and communication between stakeholders in developing digital devices, increasing the digital capabilities of human resources, implementing digital promotion strategies with measurable evaluation, developing the promotion of sustainability through websites, social media, and other digital tools, as well as managing the potential of sustainable tourism villages through technology.

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ACKNOWLEDGEMENTS

The author would like to thank the Ministry of Research, Technology and Higher Education (Kemeristekdikti) through the Village Development and Empowerment Holistic Program (PHP2D) which has provided financial support for this research and the Islamic University of Bandung, especially in the field of student affairs, which has supported the implementation of activities, as well as tourism organizers. in Dayeuh Kolot Village, namely the village government, BUMDES administrators and communities involved in KECIWIS who have cooperatively worked together in the smooth running of this activity.